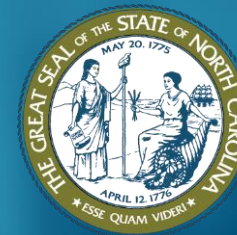


# EMPLOYER SERVICES

MAXIMIZING EFFICIENCIES AND EFFECTIVENESS THROUGH COMPLETE DATA  
COLLECTION, COLLABORATION AND DATA ANALYTICS

Freeman Denton, DWS Business Services Strategy and Performance Analyst  
Lynn Hayes, DWS Certified Salesforce Administrator  
Phil Prescott, ECWDB Assistant Direct

Partnership Conference 10.13.22



NORTH CAROLINA  
**DEPARTMENT of  
COMMERCE**

# Business Services Needs

- Reporting fully in required US Department of Labor 9169 Effectiveness in Serving Employers
- Increasing data informed services and decision making
  - Local, Regional, State, Federal
  - NC Commission
- Increasing collaboration and communication among staff serving employers
- Supporting staff fulfill and their job responsibilities effectively



NORTH CAROLINA  
**DEPARTMENT of  
COMMERCE**

# Project Background

## Timeframe

- January 2020 – March 2020: Information gathering to inform requirements/ configuration
  - Input from all regions of state with over 100 staff attending in-person input sessions
- March 2020 - September 2020: requirements and configurations
- September 2020 – December 2020: structured user pilot
- January 2021 – August 2021: NCWorks integration
- January 2021 -current: continued user and use case testing
- Ongoing: enhancements, collaboration with local/ regional/ state/ departmental staff

## Staff involvement in Salesforce use:

- Over 60 board and DWS staff users
- Boards: 8 local WDBs
- State programs: H2A, Re-entry, Veterans (LVERs and DVOPs), Rapid Response/ WARN, Business Edge, Business Services, Finish Line Grants IT, Performance and Regional Analysts
- Other Departments/ Divisions: Community College System, NC DHHS, NCDPS, NCORR, NCAHEC, VisitNC, NC Industrial Commission, NCDOA, NC Ports, NCRural Economic Development, EDPNC

## NCWorks integration:

- Select data entered in NCWorks transfers to Salesforce on a nightly basis: Employers, Employer Services (e-codes), Employer Contacts, and WARNs
- Data entered in NCWorks transfers to Salesforce; Data entered in Salesforce does not transfer to NCWorks



NORTH CAROLINA  
**DEPARTMENT of  
COMMERCE**

# Added Value

**Documenting and reporting services for non NCWorks registered employers receiving services consistent with TEGL 10-16, Change 2**

- **All employers filing WARN**
  - 267 (71%) of 374 employer establishment locations impacted by WARNs in 2020 were not registered in NCWorks
- **Local/State Staff services**
  - Local boards have reported serving 2,432/ 2,169/ 1,627 employers with countable services in PY19, PY20 and PY21 (respectively)
  - 5,181 services logged to 1,886 business establishments in Salesforce PY21
  - 3,201 services logged to 1,094 business establishments in PY21 that are not registered in NCWorks

**Customization and ability to make timely adjustments based on NC needs and staff feedback**

**Strengthened Efficiencies for standard and special staff responsibilities**

**Ease of use**

**Strengthened Analytics**




















- Custom Reports
- Custom Dashboards
- Custom Tracking



**NORTH CAROLINA**  
**DEPARTMENT of**  
**COMMERCE**

# Adjustments based on staff feedback/ need

## Information for Employer

|                                                                                     |                                                                                                |                                     |                                                                                       |
|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------|---------------------------------------------------------------------------------------|
|    | Federal Contractor?                                                                            | <input checked="" type="checkbox"/> |    |
|    | Current on all Tax Obligations?                                                                | <input type="checkbox"/>            |    |
|    | Background Check Required?                                                                     | <input type="checkbox"/>            |    |
|    | Drug Testing Required?                                                                         | <input type="checkbox"/>            |    |
|    | Second Chance Friendly?                                                                        | <input type="checkbox"/>            |    |
|    | Agricultural Services (H2A)                                                                    | <input type="checkbox"/>            |    |
|    | Foreign Labor Certification (H2B)                                                              | <input type="checkbox"/>            |    |
|  | Farm Labor Contractor                                                                          | <input type="checkbox"/>            |  |
|  | HUB Status  |                                     |  |



NORTH CAROLINA  
**DEPARTMENT of  
COMMERCE**

# Adjustments based on staff feedback/ need

## Cause of WARN Notice

|                         |                          |
|-------------------------|--------------------------|
| * WARN Notice Cause     | Unknown/ Not Disclosed ▼ |
| Other WARN Notice cause | --None--                 |
| * WARN notice status    | Financial Restructuring  |
|                         | Consolidating Resources  |
|                         | Loss of Contract         |
| Other Information       | Mergers & Acquisitions   |
|                         | Foreign Competition      |
|                         | Natural/Manmade Disaster |
|                         | ✓ Unknown/ Not Disclosed |
| CC NAICS Code           | Other                    |
| NAICS Code Lookup       | Covid-19                 |



**NORTH CAROLINA**  
**DEPARTMENT of**  
**COMMERCE**



# Adjustments based on staff feedback/ need

## Workshop/ Community Resources Provided and number attending sessions for WARN

Rapid Response Event Details - Select One

Meetings / Information Session --None--

Workshop Type --None--

Community Resource Provided

✓ --None--

- Childcare Assistance
- Coping with Job Loss
- Credit and Debt Counseling
- Financial Literacy
- Food Stamps
- Health Insurance
- Interviewing Techniques

Attendees ⓘ

System Information

Provided empl

Rapid Response Event Details - Select One

Meetings / Information Session --None--

Workshop Type NCWorks.gov Orientation/Registration

Community Resource Provided --None--

'Other' Details

Attendees ⓘ 50

WARN Notice Glenmark

Scheduled End Date

\* Actual End Date 10/10/2022

System Information

Record Type

Rapid Response Event Details



NORTH CAROLINA  
**DEPARTMENT of  
COMMERCE**

# Adjustments based on staff feedback/ need

| Accounts                                           |                      |              |                |                   |                        |                   |                                     |             |            |   |
|----------------------------------------------------|----------------------|--------------|----------------|-------------------|------------------------|-------------------|-------------------------------------|-------------|------------|---|
| 5+ Results • Sorted by <a href="#">Relevance</a> ▼ |                      |              |                |                   |                        |                   |                                     |             |            |   |
| Account Name ↑                                     | Billing Street       | Billing City | Phone          | Account Owner ... | Federal Employment ... | NC Works Uniqu... | Primary ...                         | Worksite ID | Employe... |   |
| <a href="#">Food Lion</a>                          | 805 Ocean Trail      | Corolla      | (252) 384-8319 | iuser             | 562173154              | 379,586           | <input checked="" type="checkbox"/> | 475,302     | Enabled    | ▼ |
| <a href="#">FOOD LION</a>                          | 200 SANFORD RD       | LINCOLNTON   | (704) 742-9950 | iuser             |                        | 251,644           | <input checked="" type="checkbox"/> | 318,915     | Locked Out | ▼ |
| <a href="#">Food Lion</a>                          | 120 Bost Road        | Morganton    | (252) 384-8319 | iuser             | 562173154              | 379,586           | <input type="checkbox"/>            | 475,389     | Enabled    | ▼ |
| <a href="#">Food Lion</a>                          | 3415 Avent Ferry Rd  | Raleigh      | (252) 384-8319 | iuser             | 562173154              | 379,586           | <input type="checkbox"/>            | 488,678     | Enabled    | ▼ |
| <a href="#">Food Lion</a>                          | 4827 Grove Barton Rd | Raleigh      | (252) 384-8319 | iuser             | 562173154              | 379,586           | <input type="checkbox"/>            | 488,682     | Enabled    | ▼ |





# Efficiencies for Staff Responsibilities

- Documenting service to non-NCWorks registered employer via CRM vs. word doc., excel, sticky notes, notebook
- Leads
- Opportunities
- Campaigns
- List Emails
- Reports



NORTH CAROLINA  
**DEPARTMENT of  
COMMERCE**

# Demonstration

- The Basics
  - Employer
  - Services
  - Referrals
- Dashboards/ Reports



NORTH CAROLINA  
**DEPARTMENT of  
COMMERCE**

# Moving Forward

## Strengthened Collaboration

- Collaboration with boards and NCAWDB for use of data and presentation of data
- Collaboration with local, regional and statewide partners

## Work Based Learning/ ARPA

- Data entry and reporting via Salesforce

## Increased Accessibility

- Decreasing cost of user license and exploring methods of funding for local license
- Average of 6 license per board (range of license type/ rights)

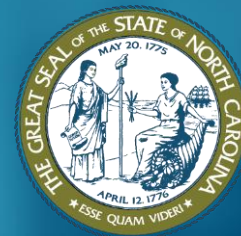
## System and Process Enhancements

- Timely adjustment to issues identified
- Collaboration with users to continue system enhancements and sharing of best practices to achieve more efficiency and effectiveness in serving employers



NORTH CAROLINA  
**DEPARTMENT of  
COMMERCE**

# QUESTIONS



NORTH CAROLINA  
**DEPARTMENT of  
COMMERCE**